

3.2 Effective Surveys

p.152- 159

Ten Tips for an Effective Questionnaire p. 152

Clear Thesis

Methods for gathering data

Population. = # of people effected by the survey

Sample- smaller cross section
to represent the entire population

Samples

BIAS

- a) Random- all people in pop have an equal chance to be selected
- b) Stratified - pop sample is grouped into equally represented groups

ND-each grade is equally represented

Mar 24-11:12 AM

Mar 24-11:36 AM

c) Cluster Sampling

- sample taken at specific locations
in order to create ease of
collection of data

d) Convenience Sampling

Sample selected based on easiest
and quickest sampling procedure

Principles of Proper Surveying

Ethics in Surveys

- intentions of survey are clear
- respondents are willing and kept confidential

Design for Honest Responses

- private and anonymous answers invite honesty
- MC answers should include other or not applicable to ensure accuracy
- create rating scales and concise answers

Eliminate Bias

- avoid leading questions
- pose neutral scenarios
- Eliminate pattern of responses i.e. a,b, c responses

Mar 24-11:43 AM

Mar 8-7:30 AM

Methods of Collection

- questionnaire
- Survey
- poll
- . Must consider question asked
- . Poor design can cause bias

5ws
Who?
What?
When?
Where?
Why?

Provide a guide
for collection

Sample should represent the whole population

Primary Source- data you collect yourself

Secondary Source -data collected by someone else

institution ie Stats Can

Mar 24-11:48 AM

Mar 24-11:53 AM

Concepts : Principles and Types of Questions

Example 1, 2 & 3 p. 154 -155

Mar 8-7:37 AM

What type of music do ND
students like?

What is your favorite radio
station?

i) Hot 99.9

ii) 106.9

iii) 101.1

iv) 106.1

v) 105.3

vi) other _____

Mar 24-11:55 AM

ii) Which band do you prefer
to listen too?

a) LED Zeppe lin

b)

c)

d)

e) other

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Mar 24-12:02 PM

Oct 7-1:25 PM